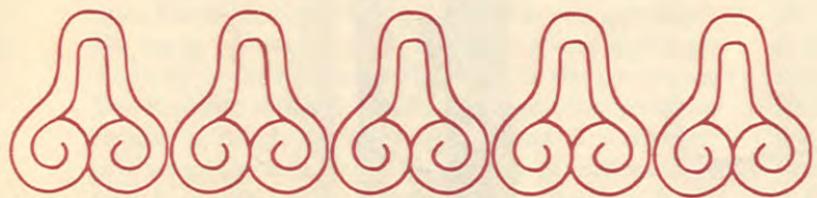




Pavilion of the Republic of



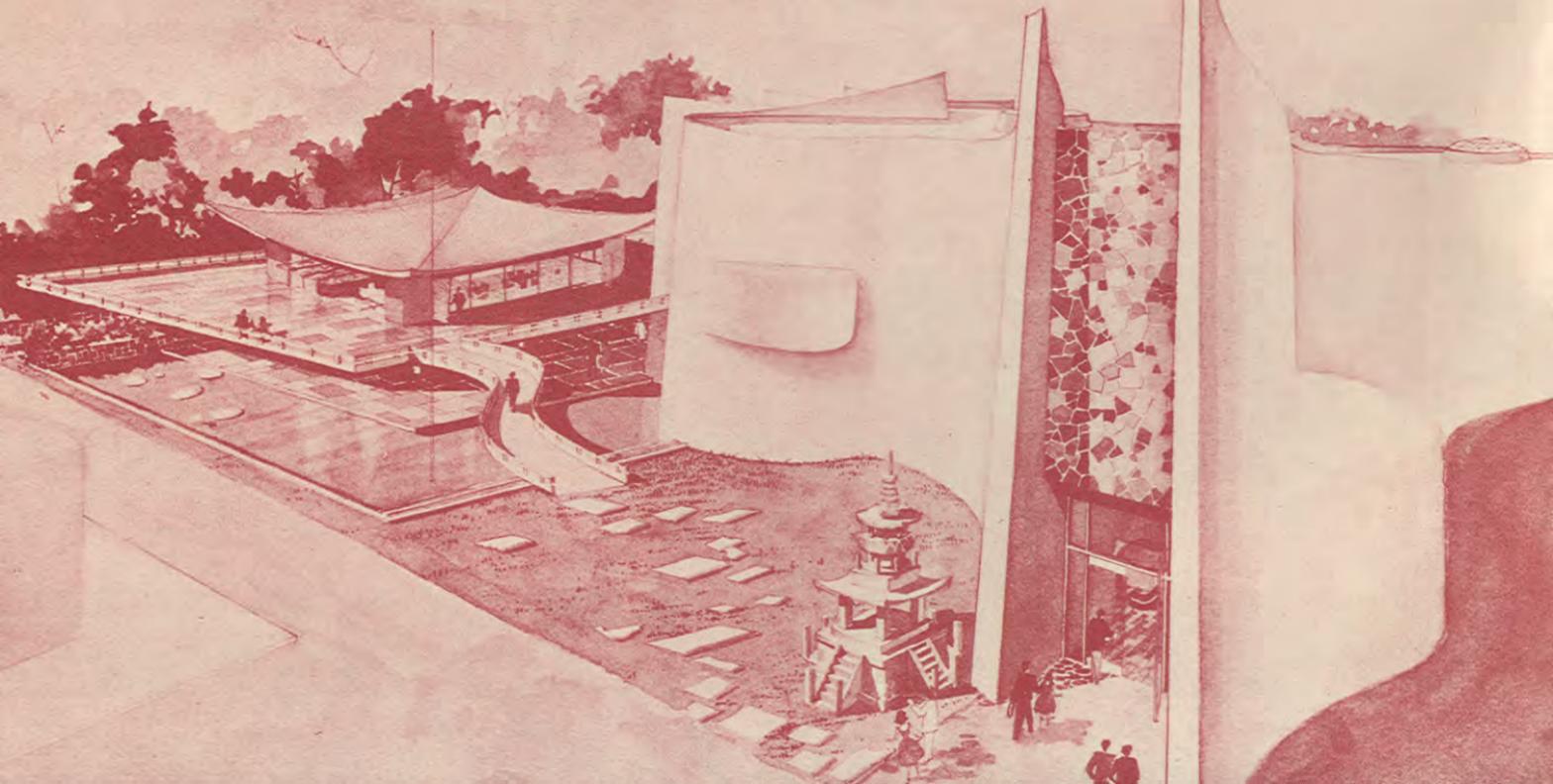
K
O
R
E
A

GROUNDBREAKING
AT THE
NEW YORK
WORLD'S FAIR
1964 - 1965

July 23, 1963



The Pavilion of The Republic of Korea will be a fascinating blend of modern design and traditional Korean architecture which will feature a variety of exportable products, an art gallery, a cultural hall and a restaurant serving Korean delicacies. Kim Chung Up is the architect.



Excerpts from transcript of remarks made by Korean and World's Fair officials at the ground-breaking ceremonies for the Pavilion of The Republic of Korea at the New York World's Fair, Tuesday, July 23, 1963.

DR. ROBERTO DE MENDOZA [Deputy Chief of Protocol]: Your Excellencies, Mr. Consul General, Governor Poletti, distinguished guests, ladies and gentlemen. We are to witness here this afternoon a very significant ceremony — the breaking of ground for the Pavilion of The Republic of Korea. It is a very significant ceremony because, although the Republic of Korea is a relatively new sovereign state in the community of nations, it is most vigorously on the march toward a brighter future in the fulfillment of its national aspirations.

Before introducing the speakers on this important occasion, I have the honor of presenting Mrs. Kim, wife of the Ambassador of Korea to the United States; Mrs. Lee, wife of the Ambassador of Korea to the United Nations; and Miss Choi, one of the most famous film stars of Korea.

It is now my privilege to present a former governor of the State of New York. Since 1960, he has traveled the equivalent of three times around the world on behalf of

this international section. It is my great pleasure to give to you Governor Charles Poletti, vice president of International Affairs and Exhibits at the Fair.

GOVERNOR CHARLES POLETTI: Your Excellencies, Ambassador Kim and Ambassador Lee, Mrs. Kim, Mrs. Lee, distinguished visitors and officials and friends. We are very happy that the moment has come to break ground for the Pavilion of Korea. We are happy that Korea will have a pavilion, because Americans feel close to Korea; hundreds of thousands of our men have served in Korea, and Americans have been touched directly by the valiant and persistent fight carried on by the people of Korea to preserve and protect their freedom. We Americans feel honored to have had a part in preserving these freedoms for the people of Korea. We realize, however, that the job could not have been done, and will not continue to be done, without the determination and courage and willingness to die of the people of Korea. So we salute, on this occasion, the courageous record of the people of Korea. We are honored by the presence here of two very distinguished public officials, Ambassador Kim and Ambassador Lee.

We trust that in your pavilion you will show your extraordinary culture and history and some of your beautiful works that I had the privilege of seeing in Korea, that you will tell us of the remarkable progress that you have made in the past few years in commencing an indus-



His Excellency Chung Yul Kim, Ambassador of the Republic of Korea to the United States, speaking at the groundbreaking ceremonies for the Korean Pavilion.

trial society, and that you will also get into your pavilion some sentiment, something that will remind us of the sacrifice that we went through together in that war for freedom and liberty.

I want to thank Mr. Hojoon Park, Director of KOTRA, in New York, who has been working with us for many long months; I want to thank him very much for the whole-hearted cooperation that he has given us in these months of collaboration. On this occasion I would like also to make special reference to the assistance given us by Ambassador Berger, the United States Ambassador to Korea, who happens to be a very dear and old friend of Mrs. Poletti and myself.

All of us are happy, delighted with the honor paid to us today by the presence of these distinguished representatives of the Government of Korea; we hail with enthusiasm this groundbreaking of the Pavilion of Korea. Thank you very much.

DR. DE MENDOZA: Thank you, Governor Poletti. Before introducing our next eminent speaker, I should like to present four distinguished guests who have received World's Fair medallions: The Honorable Jae Yong Chang, Consul General of Korea in New York; Mr. Ock Kim, Commercial Attaché at the Embassy of Korea; Mr. Hojoon Park, Director of the Korea Trade Promotion Center; and Mr. Kim Chung Up, architect for the pavilion.

Our next speaker is a distinguished Korean educator and diplomat. After lecturing at the Seoul National University he was called to active service in the Korean Army in 1948, and was an infantry major at the outbreak of the Korean War. He represented the Korean armed forces at the armistice negotiations from 1951 to 1953; at the conclusion of the truce, he joined the foreign service of his country. Between 1956 and 1960 he represented his country at many international conferences, both in Europe and in America. His foreign posts included Geneva, Paris, London and New York at the United Nations.

In 1960 he was recalled home to be appointed Vice Minister of Foreign Affairs and has been Permanent Observer at the United Nations since 1961. He toured the African states as Special Envoy in 1962 and again this year. Among his many awards, he holds the United States Legion of Merit and the Bronze Star. It is my privilege to present His Excellency Soo Young Lee, Ambassador of Korea to the United Nations.

HIS EXCELLENCY SOO YOUNG LEE [Ambassador of the Republic of Korea to the United Nations]: Governor Poletti, Ambassador Kim, distinguished guests and friends. It is with considerable pride that I join with you in this ceremony for the Korean Pavilion. The Republic of Korea is dedicated, as are all other democratic and forward-looking nations in the world, to the inspiring motto of the Fair, "Peace Through Understanding."



Miss Choi, one of Korea's leading film stars, presenting a memento of her country to Governor Charles Poletti, vice president of International Affairs and Exhibits.

What can be gained in war is always less than what can be gained through cooperative endeavors and neighborly understanding.

At the present time, however, this is no more than a goal and no more than a hope. Enlightenment is a slow process; but the darkness of national greed and hatred and selfishness can only be ended as, one by one, we light the candles of hope and confidence and faith. The motto of the Fair and its whole purpose look toward the future.

The Korean nation has a long past. Indeed, with the history of more than four thousand years, ours is one of the oldest nations in the world, with its continuous and unbroken history. We are proud of our past; it is primarily of use to us as it provides us the strong and staunch foundation from which to launch ourselves into a greater future. In keeping with this spirit my government has chosen to build a pavilion that does not necessarily reflect the ancient architectural designs of our homeland, but conforms to the newer trends of modernism, the recently developing designs in modern architecture. What we wish to do is to signify, through this design, the firm determination and aspirations of our people to move ahead into full opportunities and responsibilities in these stirring times.

As I greet you here today, and as we shall greet millions of visitors to this pavilion and to this Fair, we also hope that we will have many thousands who may be interested in coming to our homeland which is unique in its

beauty, in ancient charms of our historic remains and sights. I think we have much to offer that is available nowhere else in the world. For beauty of scenery, friendliness of spirit, and the antique charms of our customs, we invite you and many other visitors to visit our homeland.

May I at last, Governor Poletti, congratulate those who have worked closely with the Korean officials in making this occasion possible under your eminent leadership. May this Fair be a bridge to unite our countries more closely now and through the many years to come. Thank you.

DR. DE MENDOZA: Thank you, Ambassador Lee. Ladies and gentlemen, now we are going to have the great pleasure of listening to the kind words of our principal speaker. He is a most distinguished diplomat who was raised in the military tradition. He was co-founder and first Commander of the Korean Aviation Corps. Later he was first Chief of Staff of the Korean Air Force, a post he held until he became Chief of the Korean Liaison Group of the United Nations Command. He had the honor of accompanying President Syngman Rhee on his visit to the United States in 1954; and at the invitation of the Chief of Staff of the United States Air Force, he made a tour of inspection of American Air Bases in 1956. He was appointed Minister of National Defense in 1957, after heading a goodwill mission as Presidential Envoy to the Middle East and Africa, and was later elected first

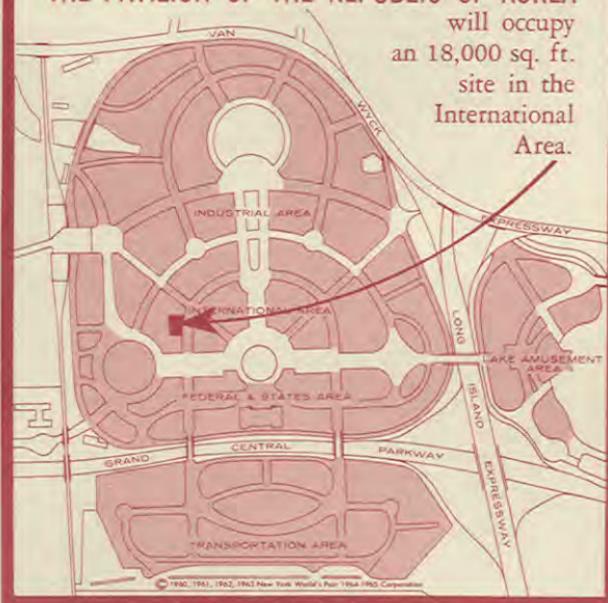
chairman of the Democratic Republican Party, a post which he resigned when he was appointed Ambassador to the United States. It is my high honor to present His Excellency Chung Yul Kim, Ambassador of The Republic of Korea to the United States.

HIS EXCELLENCE CHUNG YUL KIM [Ambassador of the Republic of Korea to the United States]: Governor Poletti and distinguished guests. Thank you, Mr. Vice President, for the kind words you have said about our country, and for the cordiality to Ambassador Lee, myself and our staff. It is a pleasure indeed, and an honor to take part in the greatest World's Fair in history in this world's greatest setting. Your invitation to participate in this Fair is a privilege highly appreciated by our countrymen.

Though ours is a small country, still poor, with the scars of war not yet obliterated, it has been our resolution to participate in all international affairs within our means. So it is that we maintain relations with some sixty nations. So it is that we take part in world affairs, above all, yours. This is our biggest commitment to date in terms of planning, energy and finance. On the way to this site I've seen preparations underway for many pavilions, both national and commercial. While ours may not be as imposing as most, I can tell you one thing: our enthusiasm for a successful exhibit is not less than that of any other participant.

THE PAVILION OF THE REPUBLIC OF KOREA

will occupy
an 18,000 sq. ft.
site in the
International
Area.



We trust that the visitors will seek us out not for grandeur but for the good faith which we represent. We have greatly appreciated the coordination and assistance you and your staff have extended us and we look forward to continued cooperation in the months ahead. Mr. Vice President, we trust that this World's Fair will be a tremendous success. As it is a success, so also will our pavilion be a success. Thank you.

PAVILION OF THE REPUBLIC OF KOREA



HIS EXCELLENCY CHUNG YUL KIM, Ambassador of Korea to the United States
HIS EXCELLENCY SOO YOUNG LEE, Ambassador of Korea to the United Nations
THE HONORABLE JAE YONG CHANG, Consul General of Korea in New York
MR. KIM KI YUP, President of the Korea Trade Promotion Corporation
MR. HOJOON PARK, Director of the Korea Trade Promotion Center in New York
MR. KIM CHUNG UP, Architect

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
Flushing 52, N.Y.

Tel. 212-WF 4-1964

ROBERT MOSES, President

THOMAS J. DEEGAN, JR., Chairman of the Executive Committee

WILLIAM E. POTTER, Executive Vice President

CHARLES POLETTI, Vice President, International Affairs and Exhibits

STUART CONSTABLE, Vice President, Operations

WILLIAM BERNS, Vice President, Communications and Public Relations

ERWIN WITT, Comptroller

MARTIN STONE, Director of Industrial Section

GUY F. TOZZOLI, (Port of New York Authority) Transportation Section

ERNESTINE R. HAIG, Secretary of the Corporation and
Assistant to the President

WILLIAM WHIPPLE, JR., Chief Engineer



Unisphere® presented by  United States Steel
© 1964 New York World's Fair 1964-1965 Corporation